

Message Text

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15

ACTION XMB-04

INFO OCT-01 EA-06 ISO-00 EB-07 /018 W

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R 080726Z AUG 75

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 1966

USDOC WASHDC

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USDOC FOR OED/MEPD AND BDC

STATE PASS EXIMBANK

E.O. 11652: N/A

TAGS: BEXP ETEL KS

SUBJECT: MAJOR PROJECT: KBS TENDER FOR BROADCASTING EQUIPMENT

REF: A) STATE 178795 B) SEOUL 5548 C) SEOUL 8671 (12/31/74),

D) SEOUL 4366 (7/6/74)

1. THIS MESSAGE UPDATES EARLIER REPORTING AND POINTS UP NEW EXPORT OPPORTUNITY. LOCAL SOURCES REPORT THAT CONTINENTAL RADIO WAS UNABLE SECURE FINANCING AND THAT THEIR LETTER OF INTENT NOW CONSIDERED DEAD BY KOREA BROADCASTING SYSTEM. REFTEL A. KBS NOW ASKING OTHER BIDDERS, I.E. MARCONI, PYE, ET AL, TO RENEW THEIR BIDS AT CONTINENTAL'S LOW BID PRICE. WHILE IT IS POSSIBLE THAT OTHER BIDDERS MAY SUBMIT PACKAGE BID ACCEPTABLE TO KBS, TRADE SOURCES INDICATE THEY WILL BE UNABLE TO DELIVER AS RAPIDLY AS KBS REQUESTS. SINCE KBS UNDER INTENSE PRESSURE TO MOVE FORWARD, IT NOW APPEARS POSSIBLE THAT THEY WILL DIVIDE THE PACKAGE INTO SMALLER PIECES IN THE HOPE OF GETTING AT LEAST SOME OF TRANSMITTING EQUIPMENT IN PLACE SOON. REFTEL D LISTED EQUIPMENT NEEDS.

2. PORTION OF ABOVE INFORMATION SUPPLIED BY DONALD R. MEIER, INTERNATIONAL SALES ADMINISTRATOR, BROADCAST EQUIPMENT DIVISION, HARRIS CORP., QUINCY, ILLIONIS. HARRIS, IN FACT, IS NOW PURSUING THE FM TRANSMITTER PORTION OF THE

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PACKAGE, WHICH ACCORDING TO MEIER WOULD INVOLVE DOLS SIX

HUNDRED THOUSAND U.S. PROCUREMENT AND A TOTAL COST OF DOLS
ONE POINT TWO MILLION. IF REMAINDER OF PROJECT IS DIVIDED
UP, RCA AND OTHER U.S. FIRMS AS WELL AS HARRIS MIGHT AGAIN
BE INTERESTED IN BIDDING.
ERICSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EQUIPMENT, RADIO BROADCASTING, PROPOSALS (BID)
Control Number: n/a
Copy: SINGLE
Draft Date: 08 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SEOUL06039
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750274-0185
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750869/aaaacizu.tel
Line Count: 66
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION XMB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 STATE 178795, 75 SEOUL 5548, 74 SEOUL 8671, 74 SEOUL 4366
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 16 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 JUL 2003 by CunninFX>; APPROVED <17 JUL 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MAJOR PROJECT: KBS TENDER FOR BROADCASTING EQUIPMENT
TAGS: BEXP, ETEL, KS, US
To: STATE COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006